

**STRATEGI PENGEMBANGAN WILAYAH PESISIR  
DI KECAMATAN SERIRIT KABUPATEN BULELENG**

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**ABSTRAK**

Penelitian ini dilaksanakan di wilayah pesisir Kecamatan Seririt dengan tujuan: 1) Mendeskripsikan potensi sumberdaya pesisir pada masing-masing Desa Pesisir di Kecamatan Seririt, 2) Menganalisis strategi pengembangan wilayah pesisir di Kecamatan Seririt. Metode yang digunakan dalam penelitian ini adalah wawancara dan observasi. Pengambilan sampel dengan menggunakan teknik purposive sampling. Analisis data yang digunakan dalam penelitian ini teknis analisis deskriptif kualitatif dan analisis SWOT. Hasil penelitian menunjukan: 1) Sumberdaya pesisir di masing-masing Desa Pesisir di Kecamatan Seririt meliputi: (1) sumberdaya hayati yaitu: potensi perikanan, terumbu karang dan penyu, (2) sumberdaya non hayati belum dikembangkan, (3) sumberdaya buatan yaitu: sampan, mesin sampan dan perlengkapan menangkap ikan, (4) sumberdaya jasa lingkungan yaitu: wisata bahari, kano, *diving* dan *snorkling*, atraksi lumba-lumba dan pelepasan penyu. 2) Strategi pengembangan wilayah pesisir di Kecamatan Seririt untuk pembudidayaan ikan, pelestarian terumbu karang dan penyu, pelatihan peningkatan pelayan pariwisata, penyediaan tempat pengepulan ikan, memberikan pelatihan kepada masyarakat tentang produksi kerajinan tangan, penegakan hukum atau awig-awig beserta sanksi, memberikan batasan masuknya produk perikanan luar daerah, menyiapkan modal atau pendanaan khusus pariwisata.

**Kata Kunci:** Potensi Sumberdaya Pesisir, Strategi Pengembangan, Wilayah Pesisir.

# **The Strategy of Developing Coastal Areas in Seririt District, Buleleng Regency**

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## **ABSTRACT**

This research was conducted in the coastal area of Seririt District with the aim of: 1) Describing the potential of coastal resources in each of the Coastal Villages in Seririt District, 2) Analyzing the strategy for developing coastal areas in Seririt District. The method used in this research is interview and observation. Sampling using purposive sampling technique. The data analysis used in this research is technical descriptive qualitative analysis and SWOT analysis. The results showed: 1) coastal resources in each Coastal Village in Seririt District include: (1) biological resources, namely: fisheries potential, coral reefs and turtles, (2) non-biological resources have not been developed, (3) artificial resources, namely: canoes, boat engines and fishing equipment, (4) environmental service resources, namely: marine tourism, canoeing, diving and snorkeling, dolphin attractions and turtle release. 2) The strategy for developing coastal areas in Seririt Subdistrict for fish farming, coral reef and turtle conservation, training to improve tourism services, providing fish gathering places, providing training to the community on handicraft production, law enforcement or awig-awig along with sanctions, limiting entry fishery products outside the region, prepare capital or special tourism funding. This research was conducted in the coastal area of Seririt District with the aim of: 1) Describing the potential of coastal resources in each of the Coastal Villages in Seririt District, 2) Analyzing the strategy for developing coastal areas in Seririt District. The method used in this research is interview and observation. Sampling using purposive sampling technique. The data analysis used in this research is technical descriptive qualitative analysis and SWOT analysis. The results showed: 1) coastal resources in each Coastal Village in Seririt District include: (1) biological resources, namely: fisheries potential, coral reefs and turtles, (2) non-biological resources have not been developed, (3) artificial resources, namely: canoes, boat engines and fishing equipment, (4) environmental service resources, namely: marine tourism, canoeing, diving and snorkeling, dolphin attractions and turtle release. 2) The strategy for developing coastal areas in Seririt Subdistrict for fish farming, coral reef and turtle conservation, training to improve tourism services, providing fish gathering places, providing training to the community on handicraft production, law enforcement or awig-awig along with sanctions, limiting entry fishery products outside the region, prepare capital or special tourism funding.

**Keywords:** Coastal Resources Potential, Development Strategy, Coastal Areas.